

AUTUMN 2006

Native Women's Association of Canada (NWAC) Coordinators attended a train the trainer session at CESO in Toronto on August 30 and 31, 2006.



Pictured from left to right are: Cheryl Billy, National Aboriginal Human Resources Development Agreements (AHRDA) Coordinator, NWAC; Delia Scribleac, National Programs Manager, CESO; Shelley Ann McKay, AHRDA Coordinator Manitoba, NWAC; Paul van der Wel, President & CEO, CESO; Charlene Nolan, Administrative Assistant, CESO; Brenda Ann Simon, AHRDA Coordinator New Brunswick, NWAC; Lisa Gagne, AHRDA Coordinator Quebec, NWAC; Judy Hughes, Vice-President, Saskatchewan Aboriginal Women's Circle Corporation; Marj Hibberd, Lead Volunteer Adviser for the Aboriginal Women for Tomorrow Program, CESO; and Bob Dickson, Vice-President National Services, CESO.

## Helping Aboriginal Women play an increased role in their communities

By Delia Scribleac

The Canadian Executive Service Organization (CESO) and the Native Women's Association of Canada (NWAC) have created a partnership, supported by Indian and Northern Affairs Canada (INAC), to deliver the Aboriginal Women for Tomorrow (AWFT) workshop series.

Using training materials developed specifically for Aboriginal women, the series of workshops covers topics such as confidence building, communication and job search skills, entrepreneurship, personal and financial management, and Board participation skills.

"Canada's new government is

pleased to support this initiative, which helps empower women to participate fully in the economic development of their communities and the Canadian economy at large," said the Honourable Jim Prentice, Minister of Indian Affairs and Northern Development and Federal Interlocutor for Métis and Non Status Indians. "These workshops will develop leadership capacity and entrepreneurial skills among Aboriginal women, allowing them to share in the long-term goal of self-reliant, sustainable communities."

AWFT was developed by CESO in 2003 as a pilot project in Saskatchewan and last year was expanded to Ontario. The new partnership with NWAC will see a

*Continued on page 4*

## New CESO documentary promotes programs in the Philippines

By Patrick Lohier

As the CESO Evaluator and Project Manager for the Philippines Bilateral, Liliya Volovik will never forget her first trip to that exciting country. Liliya arrived in Cebu on August 13, 2006, to:

- orient herself with the regions of the Philippines in which CESO operates;
- deepen her knowledge of CESO's Business Advisory Program (BAP) and Corporate Volunteers for Enterprise Development (CVED) programs; and

*Continued on page 10*

### CESO's Photo Contest 2006

See results on page 9

### CESO's 40th Anniversary is fast approaching.

Founded in 1967, CESO will celebrate 40 years of service this coming year. Look for news and updates on the CESO Web site and in the next issue of FOCUS.

# CESO President & CEO highlights programs' growth and successes

By Paul van der Wel

**A**fter six months as President and CEO of CESO, I would like to outline the progress we have made.

At the beginning, I informed you that more emphasis would be placed on communication and cooperation between management and Volunteer Advisers (VAs). By October 1st, I had made presentations about the challenges facing CESO to most of the CESO clubs in both English and French. I look forward to making my presentation to the Victoria and Central Ontario clubs.

The strategy was explained and although it has not changed, there is now more emphasis on governance versus economic development for both the National and International programs.

The key elements of our mission are to:

- Reduce Poverty
- Create sustainable livelihoods
- Build stronger communities for Aboriginal peoples in Canada and for partners in developing countries and countries in transition

We do this through the transfer of knowledge and skills of VAs in the areas of economic development and governance.

We are concentrating on improving the activities of our four major stakeholders: clients, employees, the Board and VAs.

We have implemented an employee appraisal system and the Hay job classification system is in place so that our

staff knows what is expected from them and where they stand.

We are in the process of updating the Roster Plan and we have followed-up on many of the recommendations of the Task Force on Roster Development.

Our customer/partners request skilled up-to-date experts in Governance, Human Resources, Tourism and Hospitality, Food Industry and Financial Management. We are making progress in standardizing the VA intake and recruitment process and our Roster Plan slogan is "Match suitable VAs faster for our projects."

As you may know, our reporting requirements have become more demanding. Our funders want to measure the results and this requires more discipline from CESO staff, VAs, regional managers, country representatives, country project managers and clients.

I am very pleased to report that CESO staff and VAs, in Canada and abroad, were recently praised in a CIDA mid-term evaluation report of the Europe Program and that is fantastic. Our combined efforts are being recognized. Our projects scored a 96% satisfaction rating.

Three months ago, we also received two additional projects in Burkina Faso and Senegal, which will account for 35 additional assignments. The projects are micro credit

applications in Burkina Faso and working with elected women at the municipal level in Senegal.

The National program has grown more than 50% during the last two years. On page one of this issue, the expansion of the Aboriginal Women for Tomorrow Program is discussed.

We are filling a need, clients are responding positively, and CESO is expanding.

Two stakeholders are becoming increasingly important: Donors and Partners.

For International CIDA projects, CESO has to raise between 3 - 5% cash contributions obtained from Canadian sources, with the objective that Canadians become more engaged in foreign aid. It is our goal to raise \$150,000 more this year than last year which will balance the International budget.

**Our projects scored a 96% satisfaction rating.**

As for partners, we carry out various projects with other NGOs where we benefit from each other's knowledge and expertise. For example, in Haiti, we are working with the consortium of four VCA partners, CECI, WUSC, FPJL, as well as CESO. We are also engaged in a project with seven Volunteer-Cooperation Agencies in Africa.

So, after six months on the job, and as we approach our 40th anniversary year, I want to thank all stakeholders of CESO for their help and cooperation. In closing, let me say that we anticipate a revenue growth for the organization this year of 25%. Positive news indeed! ■

# Positive Results for CESO's Europe Program

By Irina Edilova

A mid-term evaluation of CESO's 2004-2009 Europe Program confirms its high degree of relevance as evidenced by several indicators, including the level of client satisfaction.

These evaluations of Canadian International Development Agency (CIDA) programs and projects are carried out to inform CIDA management, the agency's development cooperation partners and Canadians in general about results being achieved, improvements to be considered and lessons learned.

This one was undertaken by Le Groupe-conseil Baastel Ltee. (Baastel) in June-July and the methodology included: document review, field visits, interviews with CESO Toronto staff and volunteers, client and VA surveys and CIDA Hull and field office staff interviews. The evaluation team visited five of the six countries in which CESO

operates: Russia; Ukraine; Georgia; Armenia; and Serbia & Montenegro.

In August, the evaluators submitted the draft report which cited vastly positive results. Here are some excerpts:

- CESO's 2004-2009 Europe program has presented a high degree of relevance, as evidenced by the level of client satisfaction with CESO support and VA (Volunteer Adviser) assistance, as well as the appropriateness of the help provided to address the various organizational and individual needs of SMEs and NGOs.

- CESO has gained an enviable reputation that provides a comparative advantage over other similar programs.

- CESO is efficiently and effectively producing short-term results that are conducive to the achievement of outcomes.

- The follow-up activities undertaken by some VAs on a voluntary basis have proven to be both useful to clients, and a means of supporting the achievement of results expected from the recommendations and training provided by the VAs.

- CESO's assignment rating system and other in-house monitoring tools have proven helpful to systematically monitor progress. This should serve as an example to other

Canadian NGOs that provide Canadian expertise abroad.

- VAs have demonstrated an impressive level of commitment to CESO's mission and to the achievement of significant results for clients. The level of motivation and dedication of VAs has been instrumental in engaging clients in the implementation of recommendations.

CESO's comments on some of the evaluators' observations and recommendations have been sent to CIDA for integration into the final evaluation report that will be publicized this year. ■

## Reviewing operations in Ukraine



Jeffrey Edelson, Contract Director, Europe-Countries in Transition, and Paul van der Wel, CESO President and CEO, recently travelled to Ukraine to meet with Country Representative Olga Vergeles and various CESO clients, and to review CESO operations in the area. In Odessa, pictured from left to right are Jeffrey, Olga and Paul.

### An example of success

Established in 1961 as a state-owned enterprise and privatized in 2003, Galeb-Metaloplastika is a leader in production of metal packaging in Serbia.

Highly motivated to become a world-class producer, the company requested CESO's assistance and CESO sent VA Charles Henry of Parry Sound, Ontario, to advise on management structure, labour efficiency and improving production flow.

Upon the completion of the assignment, the company immediately implemented most of the VA's recommendations and seven months later a review revealed it achieved significant progress including:

- 120 per cent increase in production;
- improved packaging quality; and
- reduced operating costs. ■

## VA leadership for Nunavut Program much appreciated

**C**ESO would like to offer warm thanks to Sheila Arthurs, Dale Falkenhagen and Bert Rose. Together, they have offered about 15 years of expertise in the areas of justice, education and housing.

Over the past months, they have decided to step away from their role of Lead Volunteer Adviser (LVA) of the Government of Nunavut (GN)/CESO Partnership Program. Fortunately, they have all agreed to stay available for consultation and will continue to serve on CESO's roster. As one VA stated, "When I first joined I had no idea how far CESO involvement in Nunavut would go. Today, 7 years later, I see evidence of the impact every where I look in Iqaluit and across Nunavut."

For their ongoing contributions as LVAs, CESO also thanks: Gordon Breedyk, Julie Chahal, Donna Denham, Richard Denham, Henry Jaques, Enid Robins-Holm, Tom Schatzky, Bill Van Iterson, Mary Lou Ware, and Anne Wieler. ■

## Helping Aboriginal Women

*Continued from page 1*

total of 350 individual workshops delivered to approximately 1200 women across the country over the next two years.

"The new AWFT program will increase the labour market, leadership and business-readiness development of Aboriginal women through a combination of needs assessments, skills development and mentoring," explained Bob Dickson, Vice-President National Services for CESO.

Beverly Jacobs, President of NWAC, feels that this partnership offers a holistic, culturally sensitive program which will increase economic and political participation of Aboriginal women in their communities. "We are pleased to take part in this joint initiative that will continue to empower Aboriginal women, by developing skills that will not only benefit their families but the community as a whole."

For almost 40 years CESO has provided support and capacity building to Aboriginal communities across Canada. NWAC has been an advocate for Aboriginal women for over 30 years. INAC is providing \$257,000 in 2006-07 for this initiative.

For more information, contact Delia Scribleac, CESO Project Manager: 1-800-268-9052, ext. 252, [dscribleac@ceso-saco.com](mailto:dscribleac@ceso-saco.com). ■

## Improving community-owned operations in Shawanaga

By Delia Scribleac

**I**n January 2006 Shawanaga First Nation requested CESO's assistance in conducting a feasibility study to determine the future sustainability of an existing community-owned restaurant. The community operates a gas bar and a convenience store situated on highway #69, northwest of Parry Sound. In 2004 they decided to add a restaurant to this establishment, an investment that incurred losses to the community's operating budget. The second goal of the study was to address the community's economic issues surrounding this restaurant.

CESO determined that this assignment was an ideal opportunity to bring in a team of MBA students through the MBA Experience Program, which is financially supported by the Royal Bank of Canada. A team of four students from Brock University was selected, led by CESO Volunteer Adviser (VA) Charles Roberston. The students, under VA Robertson's direction, conducted an in-depth analysis of the restaurant's situation and formulated a number of recommendations to help the community leaders in deciding the future of this enterprise. They developed two case scenarios - one based on the restaurant remaining open and the other based on the restaurant closing. For each case, the report presented the students' findings; advantages and disadvantages, solutions and recommendations.

Following the presentation of the report, the Shawanaga First Nation leaders have implemented a number of the report's recommendations, including closing the restaurant in the off season, which they estimate will result in over \$25,000 in cost savings in the first year of operation.

The Band's Manager, Craig Brown indicated that the community members were extremely happy to host the MBA students, and admired their genuine interest in Aboriginal traditions and heritage. It was an extraordinary learning experience for both community members and students. Mr. Brown also stated that "we really appreciate the work that was done. We would not have been able to complete this business plan without the help of CESO and the MBA team. We see this as a valuable project that we would like to see help other communities in the future. Chi-Miigwetch." ■

**VAs in the Media**

If you've been interviewed by the media, invited to speak about your CESO experiences, or are the recipient of an award, we would like to share the details with our readers.

Mail your news clippings to Josie Marchese (700 Bay Street, Suite 700, Toronto, ON, M5G 1Z6 or by e-mail at [jmarchese@ceso-saco.com](mailto:jmarchese@ceso-saco.com)) and contact her with the details of your award or speaking engagement. Tell us the name of the award and why you received it. Also tell us where you spoke and to how many people. ■

**VA Forum**

We want your input for FOCUS. We welcome first-person, CESO-assignment accounts, assignment pictures, travel tips, reports from CESO Clubs, etc.

Please send your submissions to Josie Marchese at [jmarchese@ceso-saco.com](mailto:jmarchese@ceso-saco.com). ■

**Update your volunteer file information**

- Do you have a new e-mail address or a change in your personal information?
- Do you want to add to your skills classifications?

Roster Services keeps your personal information up-to-date. Please e-mail any changes to [toronto@ceso-saco.com](mailto:toronto@ceso-saco.com). ■

**Spread the word - pass your FOCUS on to a friend**

# A solution for employment problems

By VA Jacques Latulippe

The goal of my assignment in Burkina Faso was to allow the Centre de Formation Professionnelle Valba (CFP Valba) to position itself with regard to training in order to increase the effectiveness of its training and cost effectiveness of its operations in the metropolitan area of Ouagadougou.

Concerning operational conditions of the application laboratories, the CFP Valba is equipped as are few educational institutions. Also, the CFP Valba will offer a dynamic training service of skills for real work environment situations. The CFP wants to not only be an educational institution, but to ensure that it is a leading force in establishing trends, rather than simply a follower of them.

The two important items for the CFP Valba were:

1) Initial training:

- as a starting point, the cutting edge programs are inspired by two approaches, Québécois and French
- based on new teaching approaches, the practice is focused on realistic conditions
- a customized approach is adopted

- the teaching of skills is supported
- teaching guides are used for personalized training processes

2) Training for companies:

- Improve the teaching of new work techniques in the hotel and catering industry by carrying out the training in the companies themselves to initiate the staff.
- Transfer skills in a particularly dynamic context.

The first way to achieve their goals appears to be the training given in the form of seminars to meet the urgent needs identified by the labour market.

It must be said that the owners are particularly conscious of the importance of ongoing training, the mood that should dominate at work and the new approaches that should be implemented, as they all concern the training market! ■



Pictured from left to right are: François Traoré, CESO's Country Representative in Burkina Faso; Boniface Sombié, CESO client; Alice Sombié, CESO client; Jacques Latulippe, Volunteer Adviser.

## CESO Clubs

### Vancouver Island

Bill Feyrer  
250-595-1905  
bill.feyrer@shaw.ca

### Surrey/White Rock

Dean Struble, Chair  
604-536-6983  
strubled@shaw.ca  
The Club meets the third Tuesday of the month at the White Rock Library. Regular meetings will be held from Feb. to June and Sept. to Nov. The Club holds a holiday season luncheon the third Sunday of Jan. and a summer barbeque the third Sunday of Aug.

### Vancouver/North Shore

Priidu Juurand, Co-Chair  
604-872-6001  
priiduj@shaw.ca  
Our members are invited to meet once a month on the second Tuesday of the month at the West Vancouver Library. All CESO VAs are welcome.

### Southern Alberta

Eldon Loucks  
403-256-6838  
eldon.lorraine@shaw.ca  
Meetings are held the first Monday of each second month from October to June from 11:30AM-2:00PM at Fort Calgary, 750-9th Ave. S.E., Calgary.

### Northern Alberta

Rick Boyd, President  
780-487-0762  
rboyd@compusmart.ab.ca

### Saskatoon

Jim Orosz  
saskatchewan@ceso-saco.com

### Winnipeg

Bill Barbaza  
204-489-7585  
barbaza@mts.net

### Ottawa

Len Nylund, Co-convenor  
613-829-8602  
lnylund@istar.ca  
Ottawa Office:  
323 Chapel Street, 2nd floor,  
Ottawa, Ontario, K1N 7Z2  
613-236-7763  
Back from summer break, the Ottawa CESO Club luncheons

resumed on October 3, 2006.

### Mid-Ontario

Soren Sondergaard  
519-821-9296  
odin@golden.net  
CESO VAs, especially in the Guelph, Kitchener, Waterloo, Halton Hills, Oakville and Mississauga areas, are welcome to join this CESO Club. Contact VA Soren Sondergaard for further information.

### Niagara

William (Bill) Miles  
905 468-9256  
wmiles@niagara.com  
Helen Johnson  
905-892-2937  
helenj@vaxxine.com  
The club meets for lunch at a St. Catharines restaurant. We have a guest speaker, usually from the CESO Toronto office to keep us up to date with CESO affairs. The speaker at our June meeting was CESO's president and CEO Paul van der Wel, accompanied by another CESO newcomer, Ruth-Claire Alinas, so it was an entertaining and informative event. Meetings for the rest of the year will be Nov. 30, 2006, March 29, 2007 and June 28, 2007. Speakers TBA. We invite all VAs within easy driving distance to attend these meetings, as the company is good and the food is great!

### Sherbrooke

Jacques Latulippe  
819-569-9761 ext. 246  
tamtamlatulippe@hotmail.com  
*Office:* SACO-Estrie, 891 Bowen Sud, Sherbrooke, QC, J1G 2G3, Telephone: 819-569-9761, ext. 246, Fax: 819-566-0005  
The office is open on Thursdays from 1:00-5:00 PM.

### Montreal

Normand Chevrier  
normchevrier@yahoo.ca

### Saco Est du Québec

Marcel Massé  
3100, avenue du Bourg Royal,  
2ième étage, Beauport, QC,  
G1C 5S7, 418-660-9640 ext. 286  
saco.estquebec@sympatico.ca

## Staffing update

### National Services Update

#### Sheri

**Longboat** was welcomed to CESO as Regional Manager, Ontario, on September 5.



Sheri Longboat

"Having the privilege of being an educated Aboriginal woman, I feel it is my responsibility to give back to my community, said Sheri. "Making decisions with a good mind and being a good role model is also important."

Sheri established her own consulting business focused on community development through the implementation of community-driven GIS (geographic information systems) for land and resource management.

Sheri is also active at the National level with a second term on Canada's GeoConnections Management Board - a national partnership program to provide Canadians with geographic information over the internet - and is also the Chair of the Aboriginal Advisory Group. Previously, Sheri has advised the Canadian Aboriginal Minerals Association, worked with the Niagara College International Education and Development, and managed the College Aboriginal programs and services. With Six Nations Polytechnic, she developed a self employment and small business development training program, and developed and delivered a new Native GIS Technician diploma program.

Sheri holds an honours Bachelor of Environmental

Studies from the University of Waterloo, Master of Arts in Geography from Wilfrid Laurier University, Bachelor of Education from Brock University, and obtained an Ontario Teacher's Certificate, Intermediate/Senior Division.

Why did she come to CESO? "For the past 6 years I've worked independently consulting while eagerly seeking the opportunity to join a team of professionals with similar goals. I had looked at CESO several times and when I saw this position I thought the time was right. And now I'm so glad to be a part of a dedicated team of unique individuals. I believe that in just doing what I love to do I can really contribute to the organization. I'm looking forward to making an impact."

On August 29, 2006, **Brian Smith** left CESO to pursue his Masters of Business Administration degree.

Brian had been with CESO for almost three years and made significant contributions to Atlantic region operations.

### Shelley D'Angelo

Shelley D'Angelo left CESO on July 21.

CESO changed its fundraising strategy and the position of Director of Development and Communications was eliminated. Shelley's direct reports, Josie Marchese and Leslie Venturino, now report to Ruth-Claire Alinas, Director of Human Resources and Volunteer Services.

Shelley is currently working as Campaign Director for George Brown College Foundation. ■

## An Experiment In Popular Participation

*This is an excerpt of an article written by CESO Volunteer Advisers (VAs) Sidney Fisher and Michael Clegg, from the September/October 2006 edition of LawNow (www.lawnow.org) a bi-monthly magazine published by the Legal Studies Program, University of Alberta.*

One of the most common problems throughout the world is a lack of trust in government. This often results in large sectors of the citizens of a country feeling unrepresented or uninvolved. However, attempts to increase participation through the decentralization of government may fail if citizens cannot understand the laws that govern them.

There has been a tendency to believe that law is irretrievably complicated and there is no purpose in trying to avoid legal language that is beyond the comprehension of most people. But the challenge to draft precise, direct and straightforward language has been undertaken and many countries, including Canada, have made considerable headway over the last 25 years.

Bolivia has been trying to involve the 60% of its population that is indigenous in local government, hoping thereby to win its trust. Although there are growing numbers of poor indigenous people in cities, most of them live in the rural areas. Complicated and opaque legislation formed a barrier to their development. The government of Bolivia had not succeeded in removing this barrier when the election in December 2005 brought a radical change of government through a populist movement of the indigenous people.

However, the challenge to

simplify the legislation remained.

Having completed several other legal and administrative projects in Bolivia for CESO, we were asked to carry out a public sector reform project in Bolivia regarding municipal finance legislation. This involved a review of Bolivia's Government Administration and Control Act, in light of the needs of municipal governments.

In particular, we were asked to propose amendments to the law to make it work better, focusing on small municipalities whose lack of resources, both human and financial, make it difficult for them to comply with complicated financial accounting and reporting requirements.

We met with a number of Bolivian mayors and municipal councilors and made recommendations to a commission of the Bolivian Congress on how to improve the administration and control of municipal finances. We focused particularly on Bolivia's smaller municipalities, where complex laws, a lack of local banking services and limited human and financial resources made compliance with legislative requirements difficult.

We reported our recommendations to the Commission of Decentralization and Popular Participation, a commission of the House of Representatives of the Bolivian Congress, whose mandate was to support the development and strengthening of municipalities.

In all of our meetings with municipal, congressional and national government officials and organizations, we were received warmly and with enthusiasm for our work. The participants generally supported the

philosophy of the Government Administration and Control Act and its principles of increased power and responsibility for municipalities.

Concern for the well-being of the community was obvious. However, there were signs of growing frustration and resentment.

Since our recommendations were put forward to the congressional commission, there have been changes in Bolivia's administration. President Carlos Mesa resigned in 2005 and Evo Morales was elected to replace him. Many members of Congress and its commissions have changed also. It therefore remains to be seen whether the recommendations will be adopted. It is worth noting that Bolivia is in the process of striking a constitutional assembly to review the country's constitution and structure. It is possible that the functions and responsibilities of municipalities will change as a result of this review.

Whatever the outcome of the constitutional assembly, we are of the view that the popular participation reform and its vision of strong local government, defined by clear legislation, is one way to manage political change and address discontent and mistrust in the democratic system. ■

*Sidney Fisher, a CESO VA since 2001, worked as legal counsel at the House of Commons and is pursuing graduate studies in International Relations. Michael Clegg, Q.C., a CESO VA since 1986, worked as Parliamentary Counsel to the Alberta Legislature and Legislative Counsel to Parliament. Both have carried out several public sector reform projects in Bolivia.*

## Insurance coverage update

In September 2002, CESO-paid health insurance coverage for Volunteer Advisers (VAs) on international assignments was secured from American International Group (American Home).

At the time, CESO announced that VAs over 80 were not covered for international assignments, but could still work in Canada and receive coverage up to the age of 85.

As of September, 2006, CESO VAs aged 80 and over will not have insurance coverage of any kind while on assignment.

We do acknowledge that VAs over 80 may still have a great deal to contribute and we encourage you to consider becoming an in-house volunteer. If you would like to work in-house, please e-mail your request to [toronto@ceso-saco.com](mailto:toronto@ceso-saco.com). ■

### In Memoriam

Our condolences go to the families of the following CESO volunteers who recently passed away:

**Viateur Alain** of Québec, QC  
**Raymond Baillargeon** of Bury, QC  
**Jerrold Beckerman** of West Vancouver, BC  
**Larry James Cruikshank** of White Rock, BC  
**Leo Eikmeyer** of London, ON  
**George Porozny** of Winnipeg, MB  
**Cornelis (Kees) Pruyser** of Peace River, AB  
**Frank Rendulic** of Timmins, ON  
**Karel Frank Smolek** of Edmonton, AB  
**Norman Thyer** of Nelson, BC

Their friends and associates will miss them. ■

**FOCUS** is the quarterly newsletter of CESO|SACO (Canadian Executive Service Organization)

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Ruth-Claire Alinas, Director Human Resources & Volunteer Services  
 Josie Marchese, Communications Co-ordinator/ Webmaster

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## VAs participate in public engagement training

By Patrick Lohier

More than 60 volunteers from all over Canada, including five from CESO, attended a special public engagement training workshop organized by CESO and eight other Canadian volunteer-sending organizations (CUSO, WUSC, VSO Canada, Oxfam Québec, SUCO, Canadian Crossroads International, CECI and Canada World Youth).

Held at a conference retreat centre on l'Île-Perrot, Quebec, the goal of the collaboration is to effectively mobilize the thousands of Canadian volunteers who have returned from overseas assignments in an attempt to sensitize the Canadian public and media about international development issues.

The collaborative initiative is called Global Citizens for Change (French: Citoyens du monde en action) and is funded by the Canadian

International Development Agency (CIDA).

Gerry Barr, the President and CEO of the Canadian Council for International Cooperation (CCIC), which coordinates the Canadian Make Poverty History campaign, kicked off the event with a keynote address on the evening of August 25, 2006, on the potential of returned volunteers to make a difference in helping Canada achieve the promised goal of allotting 0.7% of gross domestic product to overseas development assistance by 2015.

Over the following two days, participants took part in special workshops on how to give effective presentations, meet with and influence their MPs, plan and prepare effective events and community-based activities, and more.

Some volunteers have already made plans to coordinate activities with others in their communities. ■



Photo by Gilles St-Amand/CECI

Representing CESO at the public engagement training workshop, and pictured above from (l to r) are: Volunteer Adviser (VA) Marquita Riel of Orford, QC; VA Dean Struble of Surrey, BC; VA Jacquie Trafford of Chase, BC; VA Ron Butler of Oshawa, ON; one of the workshop planners and coordinators and CESO's Public Engagement Officer Patrick Lohier; and VA Bruce Mackenzie of Victoria, BC.

# Winners of CESO's Photo Contest 2006

First place



Burkina Faso.

Honorable mention goes to the following VAs for their photo submissions: Elaine Campbell, Chris De Fonseca, Dan Matsushita, Paul Matthews, Peter Muller, and Alex Vega.

The contest judges were: Ruth-Claire Alinas, Director Human Resources and Volunteer Services; Anna Eloi-Francis, International Co-ordinator; Anna Heychuk, Administrative Assistant; Josie Marchese, Communications Co-ordinator; and Leslie Venturino, Development Co-ordinator.

Thanks as well to all the VAs who sent in their photos.

Keep them coming. ■

## By Josie Marchese

**C**ongratulations to the Volunteer Adviser (VA) team of Barbara Schejbal and Mark Smith. They are the winners of CESO's Photo Contest 2006 and will receive a digital camera as their prize.

The response to the contest was impressive. We received a number of entries and painstakingly whittled down the short list to the final three.

VA Barbara Schejbal took the winning photo while she and VA Mark Smith were on assignment in the Philippines. CESO sent the VA team to Tuguegarao City, Cagayan Province, Philippines on a cluster assignment to advise on management and marketing. In the photo, Mark is in a preliminary consultation meeting with the clients.

Extracted from an e-mail to Barbara, Philippines Country Representative Matt Navalta wrote, "Thanks also for giving

your best to ensure a successful assignment in Tuguegarao. The people there really love you and Mark!!!"

The second place photo at top right was submitted by Dr. Khalil Al-Mughrabi. Taken while on assignment in China, Khalil was sent to advise the client on disease-free potato propagation and production practices.

At the bottom right is our third place photo. It shows the hands-on teaching approach used by VA Denis Rigot during his bakery products assignment in

Second place



Third place



## New CESO documentary promotes programs in the Philippines

Continued from page 1

c) represent CESO at the premiere of a new documentary, titled *Empowering Enterprises: Rising Above Poverty* that profiles the goals and successes of the BAP and CVED programs.

BAP, managed by CESO and funded by the Canadian International Development Agency (CIDA), provides technical and business consultancy assistance to small and medium enterprises (SMEs) to enhance their global competitiveness through improved marketing, products, technology, production practices, and organization and management systems.

CVED provides business advisory service to strengthen micro and small enterprises (MSEs) with the help of volunteer business advisers. It matches Filipino entrepreneurs with its pool of Filipino VAs - a strategy based on the CESO assistance model and intended to ensure the sustainability of BAP's results. CVED is part of the CIDA-funded Philippine Business for Social Progress (PBSP).

The development of the documentary was commissioned and monitored by Pam Koch, CESO's Contract Director for Asia, Africa and the Americas. Directed by communications consultant Snoogie Apolinario, the 10-minute documentary portrays success stories of BAP and CVED clients. Liliya asserts, "We need to promote BAP and



Ambassador Sutherland and Liliya Volovik share a moment at the documentary premier.

CVED in order for these programs to be sustainable. The documentary helps us with this goal."

The premiere, held at the Cebu City Marriott Hotel, on August 14, attracted a host of CESO partners and clients, representatives of the Philippines Department of Trade and Industry, and representatives of the Canadian government, including Canadian Ambassador to the Philippines Peter Sutherland and CIDA Head of Aid Tom Carroll.

Liliya gave an introductory speech. Ambassador Sutherland gave the keynote address and spoke about CESO's significant contributions to enterprise development in the Philippines and CESO innovations such as the clustering model of enterprise development.

Ms Bing Gonzaga, of the Garment Manufacturers Association of Negros Occidental (GAMANO), gave a moving testimonial before the documentary was screened. GAMANO, a CESO client, is an association of garment manufacturers which

predominantly employ women. "On behalf of GAMANO," said Ms Gonzaga, "we would like to express our heartfelt gratitude to the people of Canada, especially to CIDA through CESO . . . Your generosity and compassion surely make a big difference in the lives of the women of Negros Occidental."

The event included a Southern Partners Fair Trade Corporation factory tour where Ambassador Sutherland, Mr. Carroll, Liliya and others were able to see firsthand the operations of one of CESO's clients.

On August 25, Liliya attended a CVED Volunteer Adviser Recognition Ceremony at which Joe Goodings, Second Secretary (Development) CIDA, also participated.

Liliya's trip focused on the areas of operations of BAP and, partially, CVED. It allowed her to see CESO's successes in the regions and the challenges the organization faces as it strives to promote sustainable growth for Philippine enterprises.

While in Bacolod, Negros Island, she noticed that *Empowering Enterprises: Rising Above Poverty* was screened eight times in one day on local television stations. "The documentary attracted attention to the activities of CESO-BAP and PBSP-CVED and made them more visible to potential clients and partners, the Philippines government and the general public," says Liliya. ■



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